

Asia Pacific tourism leads global travel surge in January-August

- A Monitor Report

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Perth : International arrivals surged 16 per cent at an annual pace in January-August, largely fueled by the rapid recovery in the Asia Pacific region by 33 per cent, according to a report released during the World Travel and Tourism Council (WTTC) Global Summit in Perth on October 9, as per reports.

Countries across Asia Pacific, particularly China, Malaysia, Japan, Thailand and Indonesia, saw double-digit increases in tourist arrivals, contributing to a projected 19 per cent growth by year's-end, added reports.

International arrivals in the Americas and Europe also grew 18 per cent and 9 per cent in the first eight months of this year compared to last year.

Oceania also posted a 10 per cent rise in the same period, led by Australia and New Zealand.

While the region has not yet reached pre-pandemic levels, the current pace of growth signals a strong recovery, driven by pent-up demand for travel across Asia, said reports.

Australia saw a significant uptick in arrivals, especially from the United States.

Family bookings from the US surged 43 per cent, indicating not only a rise in visitors but also a boost to the Australian economy, as family travelers typically spend more. China remained another key market for Australia, with tourist numbers expected to rise 25 per cent before the end of the year.

This surge in Australian tourism was supported by expanded air connectivity, as airlines have increased capacity on international routes to the country by 8 per cent.

Earlier, WTTC President and CEO Julia Simpson said the region's travel and tourism sector is projected to contribute USD 3.22 trillion to the global economy by the end of 2024, with nearly 191 million people employed across the sector.